



KVVU TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

# CONTRACT

<u>Contract / Revision</u> 498597 /		<u>Alt Order #</u> 06370241
<u>Product</u> CROSSROADS GPS		
<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Estimate #</u> 1206
<u>Advertiser</u> ISS/Cross Roads GPS		<u>Original Date / Revision</u> 10/25/12 / 10/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 12	<u>Product Code</u> 11
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 10	KVVU	10/26/12	10/26/12	Fox 5 News at 6pm	M-F 6-630pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$525.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/22/12-10/28/12	Fox 5 News at 6pm	M-F 6-630pm	-----F----	:30		\$525.00	NM		
	See MG 58.2,58.3											
N 58	KVVU	10/23/12	10/23/12	Fox 5 News at 6pm	M-F 6-630pm		:30			NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----				1	\$525.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/22/12-10/28/12	Fox 5 News at 6pm	M-F 6-630pm	-Tu-----	:30		\$525.00	NM		
	See MG 58.2,58.3											
	2	KVVU	10/29/12-10/29/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	M-----	:30		\$700.00	NM		
	Ⓜ MG for 10.1,58.1											
	3	KVVU	10/29/12-10/29/12	FOX 5 News 5-6am M-F	5a-6a	M-----	:30		\$350.00	NM		
	Ⓜ MG for 10.1,58.1											
Totals											75	\$63,965.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	60	\$52,670.00	\$44,769.50
10/29/12 - 10/29/12	15	\$11,295.00	\$9,600.75
<b>Totals</b>	75	\$63,965.00	\$54,370.25

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

FAX# 610-225-1191  
CREDIT RISK !!  
HARRIS REPORT FROM REP OCT25/12 14.22  
\*\*CHANGES\*\* \*\*\* KVVU-TV \*\*\*

REP. #	OFF. # 762	SALESMAN #
BUYER NAME	STEPHANIE MARONEY	
SALES PRSN	PH- TERESA DIFURIA	

66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314

	CLASS: NATL.	LOCAL	REGIONAL
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[illegible]

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT25/12 14.22

STA: \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
CON CM CROSSROADS GPS :30

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 12 AGENCY PRODUCT CODE = 11 AGENCY EST# = 1206												
10		S	600P-630P	30		\$525.00	10/26	10/26	0		FRI	0
PROGRAM : FOX 5 NEWS @ 6PM CON COM1 : FOX 5 NEWS @ 6PM												
95		A	700A-900A	30		\$700.00	10/29	10/29	1		MON	1
PROGRAM : NEWS ORD COM1 : SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT26 ON LINE-10 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT23 ON LINE-58 FOR 1 SPOT/WK												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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96	A		500A-600A	30		\$350.00	10/29	10/29	1		MON	1
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PROGRAM : NEWS  
 ORD COM1 : SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.  
 PART OF A MAKEGOOD MADE UP OF LINES 95-96

58	S		600P-630P	30		\$525.00	10/23	10/23	0		TUE	0
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PROGRAM : FOX 5 NEWS @ 6PM  
 CON COM1 : FOX 5 NEWS @ 6PM  
 STATION MAKEGOOD OFFERS:  
 M18 OK'D BUY#10 MISSED:FRI/600P-630P OCT26 30S \$525.00 (OCT25/12)  
 BUY#58 TUE/600P-630P OCT23 30S \$525.00  
 OFFER:MON/700A-900A OCT29 30S \$700.00 PLS ADVISE.  
 & MON/500A-600A OCT29 30S \$350.00  
 CMT:SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.

OCT/12 52670.00 NOV/12 11295.00  
 CONTRACT TOTAL 63965.00  
 TOTAL SPOTS 75

MARKET TOTALS \$710,722 KVVU 9% KSNV 32% KLAS 34% KTNV 16% KVMY 6% KVCW 2% CABL 0%  
 KTUD 1%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE